LEO BURNETT COMPANY, *Inc.*
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THE PIPE SMOKER'S *Miscellany*

TIDBITS, TIPS AND TRIVIA ON THE ART OF PIPESMANSHIP

HOW TO KEEP YOUR HEEL DRY

You can discourage (or, hopefully, prevent entirely) a soggy heel from developing in the bowl of your pipe by always following these two procedures of pipesmanship:

1 After every pipeful you smoke, empty out *all* ashes—and *all* unsmoked tobacco, too. Leave a respectable cake, of course.

2 After every pipe-cleaning, leave the stem out of the shank overnight to give both an airing. If you like, you can leave a clean pipe-cleaner in the shank to dry bottom of the bowl and shank out thoroughly.

THE PIPE TOBACCO THAT STAYS LIT

Bond Street Pipe Tobacco keeps burning because of its old English cut—a combination of flakes for even-burning and cubes for slower-burning. You'll like its aroma of fine imported and domestic tobaccos, too.

BOND STREET

A product of Philip Morris Inc.

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